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When do we use visualization?

Illustrate alternative zoning concepts

Generate ideas about community character

Efficiently use massing models

Highlight design features

Assess project impacts

Enhance the vision of a project



Visualization Tools

What's wrong the old tools? Nothing.

Know your audience

Manage expectations

Inform first, dazzle second

Getting to Yes!



Effective tools for site specific projects

2D Tools

Aerial Photography

Adobe[®] Photoshop

Autodesk[®] AutoCAD

ArcGIS

3D Tools

SketchUp[®]

Autodesk[®] Viz

3D Animation

Combination

All tools must sell the story



East Providence Waterfront, Rhode Island

- Rezoning of over 300 acres of industrial and commercial parcels resulted in new mixed-use zoning.
- Tools used:
 - ▷ Comparable photographs for desired character.
 - ▷ Plan graphics on aerial photography.
- Consensus achieved:
 - ▷ New zoning approved by City Council.



East Providence Waterfront, Rhode Island





East Providence Waterfront, Rhode Island





Bristol-Myers Squibb LSCC Facility, Devens

- New BMS facility on a former army housing site in Devens within a viewshed protection district.
- Tools used:
 - ▷ ArcGIS – 3D Analyst, GPS
 - ▷ Photosimulation – Photoshop.
- Consensus achieved:
 - ▷ New state legislation to allow additional height for the site.
 - ▷ Positive feedback by local viewshed committee.



Bristol-Myers Squibb LSCC Facility, Devens





Bristol-Myers Squibb LSCC Facility, Devens





State Street Improvement Project, Springfield

- Transportation improvement project along three-mile corridor in Springfield.
- Tools used:
 - ▷ Autodesk Viz.
 - ▷ Photosimulation – Photoshop.
- Consensus achieved:
 - ▷ Very effective during MHD public hearing with the community.



State Street Improvement Project, Springfield





State Street Improvement Project, Springfield





Salisbury Beach Revitalization, Salisbury

- New mixed-use zoning, vision plan and boardwalk feasibility study.
- Tools used:
 - ▷ Site plans/sections.
 - ▷ ArcGIS.
 - ▷ SketchUp.
- Consensus achieved:
 - ▷ New zoning approved by Town Meeting.
 - ▷ Increased developer interest.



Salisbury Beach Revitalization, Salisbury



Salisbury Beach
Vision Plan
April 2005





Salisbury Beach Revitalization, Salisbury





Salisbury Beach Revitalization, Salisbury





Salisbury Beach Revitalization, Salisbury





Broad Creek Housing Plan, Virginia

- New urbanist housing development for the Norfolk Redevelopment and Housing Authority.
- Tools used:
 - ▷ Comparable imagery.
 - ▷ Concept plans/site sections.
 - ▷ SketchUp.
- Consensus achieved:
 - ▷ NRHA Board used this vision for developer interest and basis of future community planning charrette.

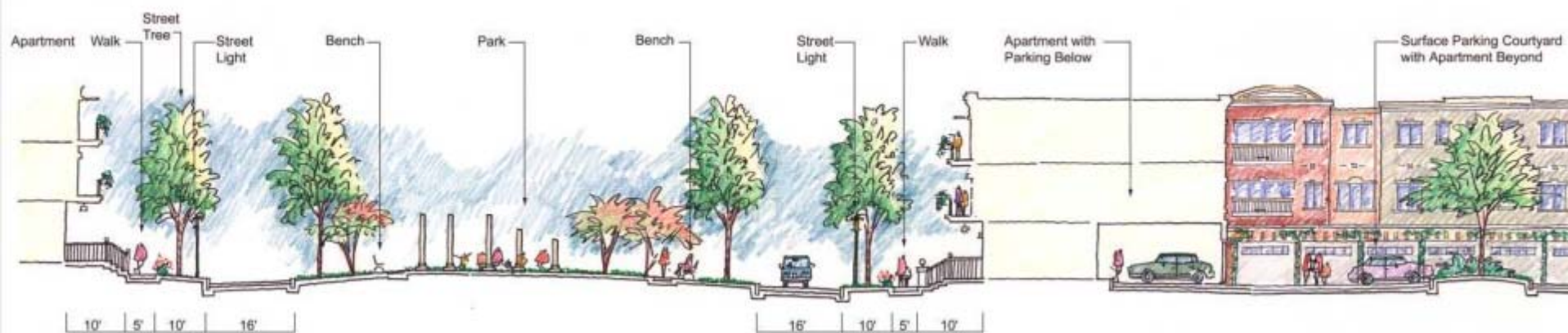


Broad Creek Housing Plan, Virginia





Broad Creek Housing Plan, Virginia





Broad Creek Housing Plan, Virginia





Morrill's Crossing, Maine

- New mixed-use center in Portland.
- Tools used:
 - ▷ Animation by Neoscape.
 - ▷ Collaboration with architects and engineers.
- Consensus achieved:
 - ▷ City Council approval in 2005.